

WHAT IS CLAIMED IS

1. A gelled composition comprising approximately by weight:
 - (a) 4% o 9% of a magnesium salt of a C₈-C₁₈ linear alkyl benzene sulfonate surfactant;
 - 5 (b) 1% to 4% of a sodium salt of a C₈-C₁₈ linear alkyl benzene sulfonate surfactant;
 - (c) 7% to 7% of an amine oxide surfactant;
 - (d) 5% to 10% of an alkyl polyglucoside;
 - (e) 0 to 14% of an ethoxylated C₈-C₁₈ alkyl ether sulfate surfactant;
 - 10 (f) 0.25% to 3% of a C₁-C₃ alkanol;
 - (g) 14% to 24% of a hydrophobic ethoxylated nonionic surfactant; and
 - (h) the balance being water.
2. A gelled cleaning composition according to Claim 1 which includes, in addition, 0.5% to 8% by weight of a solubilizing agent which is a water soluble salts of C₁-C₃ alkyl substituted benzene sulfonate hydrotropes and mixtures thereof.
- 15 3. A gelled cleaning composition according to Claim 1 further including a color stabilizer.
4. A gelled cleaning composition according to Claim 1 further including a chelating agent.
- 20 5. A gelled cleaning composition according to Claim 1 further including a preservative.
6. A gelled composition according to Claim 1 further including gelatin beads suspending in said gelled composition.